Greater Fort Lauderdale ZoomProspector—User's Manual

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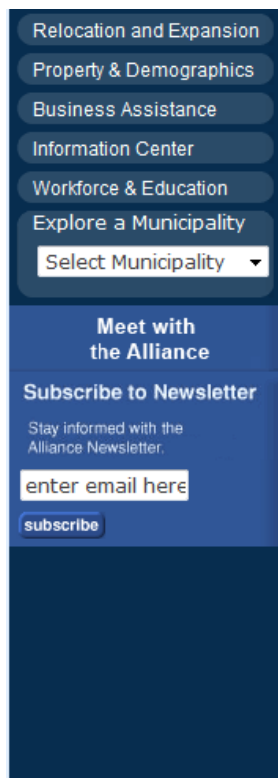
Click on the topic below to go directly to that page **OR** scroll to the desired page.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Introduction & Link Locations

- Greater Fort Lauderdale ZoomProspector is offered as a **FREE** service of the Greater Fort Lauderdale Alliance. There is **NO** need to register, log in or provide any personal information. Just go to www.gflalliance.org and click on **Property & Demographics** on the left side of the homepage, or go to http://greaterfortlauderdale.zoomprospector.com or www.gflalliance.org/property.
- This website is an interactive mapping program that provides enhanced economic development and site selection services to those searching for selected available commercial buildings and sites; it also generates site-specific demographic and business analyses both online and as printable reports.
- The website requires Microsoft Internet Explorer version 7 and the latest version of Java.
- Only Greater Fort Lauderdale/Broward County and/or its 31 municipalities are searchable on this website. Retail properties are not listed at this time.

- To begin searching for properties, click on any of the links underlined in red in the text shown below on the Alliance website.
- When ZoomProspector opens, click on **Search Buildings** or **Search Sites** in the toolbar as shown on the screenshot below.

Building and site searches can be as easy or complex as desired using any combination of the search criteria.

For building searches, options include:

- Next to **Site Type**, click on **Office**, **Industrial** or **Special**, then on a sub-type. (Note: **Retail** is not available.)

AND/OR

- Under **Basic Information**, type in **min** and **max Square Feet**; select a radio button **For Sale, For Lease** or **All**.
- If the exact address is known, type it in the box under **Address or Name**. If a specific street is desired, type the street name in that box—results will show all locations on that street.

AND/OR

- Under **Geography**, search in any one or more of Greater Fort Lauderdale's 31 **Cities** or the entire **County**. (Note: **MSAs** and **Regions** are not available.) See below for details, including **Custom** searches.

AND/OR

- Click on **Open** in **Assets** or **Advanced** to use additional search criteria.

Site searches work essentially the same way.

To select criteria under **Geography**, search by **Cities**, **Counties** or **Custom**. (**MSAs** and **Regions** are not available.)

Cities

- Select any **City** by name. The name appears in the box on the right.
- To select one or more additional cities, follow the same process.

OR

- If you know the name of a **City**, begin typing in the **Search** box. The program will provide a list of names; click on the desired city and it appears in the box on the right.

Counties

- Broward County is the only county available. Click on **Counties**, **Broward County**.

To clear all criteria and start over, click on **Reset** on the left side of the screen at any time.

Custom area filter

- Next to **Geographic**, click on **Custom**, then click either the **polygon** or the **radius** tool icon.
- Follow the onscreen directions for creating a polygon or radius. Then click on **Apply**.
- Click on **Search Buildings** or **Search Sites**.
- The results will include only those locations within the polygon or radius drawn.

Once all criteria are selected, click on **Search Buildings** or **Search Sites** on the right side of the screen.

IMPORTANT: The Greater Fort Lauderdale Alliance does not control what and/or how much detailed location data is input by the listing administrators. There may be properties in the database that meet certain criteria but have not been marked as such. A less (rather than more) detailed search is recommended.
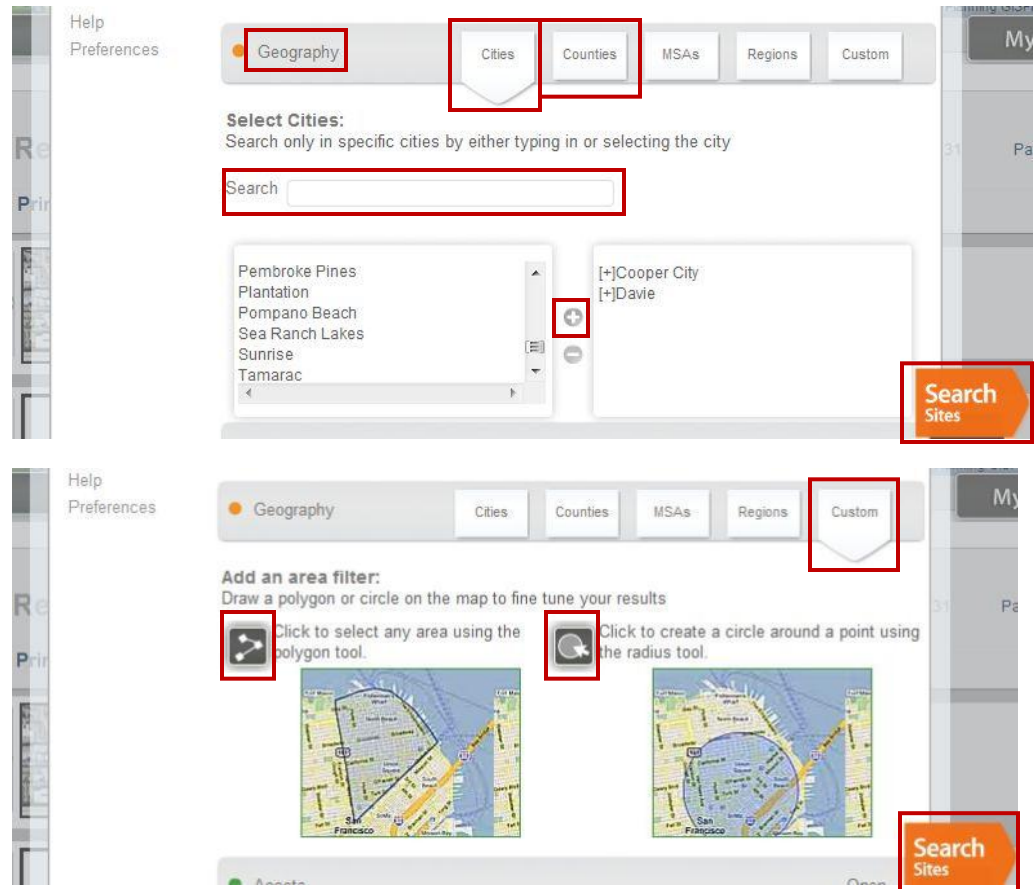
- After clicking on **Search Building** or **Search Sites,** the results appear with a map at the top showing icons of each location listed. A summary of each result appears below. NOTE: Results for **Building** and **Site** searches work the same way.
- Placing the cursor over **Based On** reveals the criteria on which the results are based. To refine the search, click on **Refine Search**.
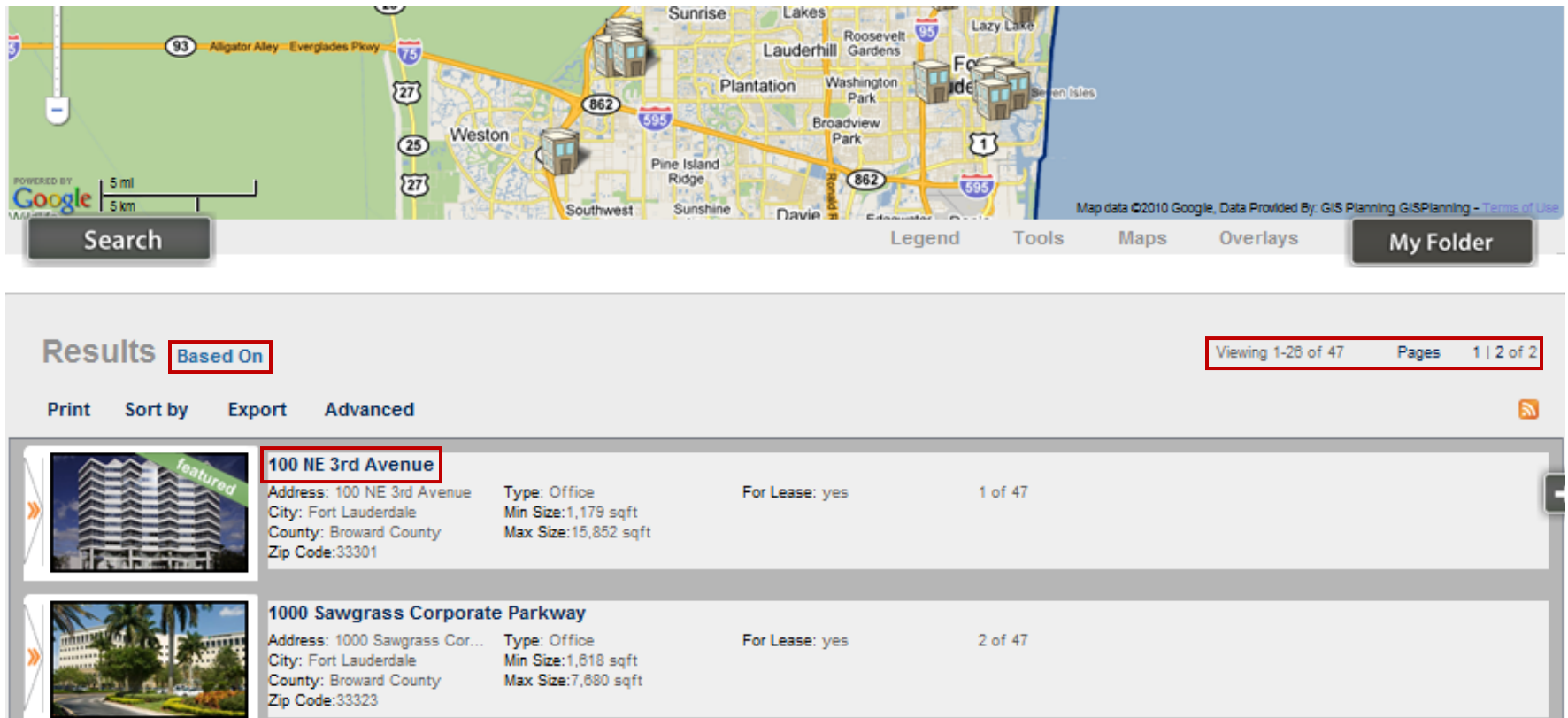- The total number of locations found is shown on the right side of the screen, along with the number of pages. Scroll through the locations by clicking on the page numbers.
- The icons that appear on the map correspond with the addresses in the summaries. To see where a location is on the map, cursor over its summary—its icon turns orange. Conversely, cursor over an icon—its summary border turns orange.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Results Reports

- Click on **Print** to print a summary of all locations in the **Search Results**, including photos.
- Move the cursor over **Sort by** to arrange the **Search Results** in various ways. Note: **County** and **State** are not available.
- Cursor over **Export** to export the results of the <u>first page only</u> (if multiple pages) into one of the listed programs. Follow the onscreen instructions.
- To change the orientation of the **Search Results** between landscape and portrait, cursor over **Advanced** and select **Change Orientation**.
- To save the respective list of locations in **My Folder**, under **Advanced**, click on **Save All Viewable** or **Save All Results**. (See the next page for more information on **My Folder**.)
- To view <u>all</u> search results on one page, select **Advanced**, then click on **View All**. To export a list of <u>all</u> locations, cursor over **Export** and select the desired export program.

- Every saved building, site and report is placed in **My Folder**. Cursor over it to view the numbers/types of items saved, if any.
- The folder's contents reflect saved cookies; the contents will remain there until the folder is reset or browsing history is deleted.
- To empty/reset the folder and start over, right click on **My Folder**, then click on **OK**.
- To remove an item from **My Folder**, cursor over the location or report and click on **Remove from Folder**.
- To return to the original search results at any time, click on **Back to Search Results…**

- To view a unique **Property Report**, on the desired property on the **Results** screen, click on the location street address **OR** place the cursor over the photo of the location and click on **View Reports**.
- The **Property Report** screen includes all the property details entered by the listing administrator (usually the broker). However, the data may not reflect all of the information about the location.
- There are several ways to contact the broker or obtain more information about a location.
  - Under **Contact Information**, click on the **Email** address. A Microsoft Outlook screen will appear with the broker's email address in the **To** line.
  - Click on the **Website** address. A new browser session will open on the homepage for that website.
  - The broker's **Phone** number also appears.
  - There may be **Additional Contact Information** provided.
  - Or, under **Availability**, click on the **Property Website** if present.

- If there is an arrow in a green box on the location's photo, click on it to scroll through additional photos for that location.

- To move back and forth among **Property Reports**, do not click on the browser's back button. Instead, click on the back or forward arrows in gray boxes on the left/right of the screen.

- To return to **Search Results**, do not click on the browser's back button. Click on **Back to Search Results**.

IMPORTANT: The Greater Fort Lauderdale Alliance does not control what and/or how much detailed location data is input by the listing administrators. There may be additional information concerning any building/site that does not appear on the **Property Report**.

Property Details

Site/Building Name	Plaza One Hundred
Street Address	100 NE 3rd Avenue
City	Fort Lauderdale
County	Broward County
Zipcode	33301
Type of space	Office
Min SubDivide	1,179 sqft
Available	15,852 sqft
Last Updated	8/11/2010

Contact Information

Company	Stiles Realty
Contact Name	Norm Adams
Address	300 SE 2nd Street
City	Fort Lauderdale
State	FLORIDA
Phone	954.627.9020
Fax	954.627.9399
Email	Norm.Adams@stiles.com
Website	www.stiles.com

Availability

For Lease	Yes
Lease Rate	$18.73
Lease Terms	3-5 yrs
Lease Type	NNN
Property Website	stiles.squarespace.com/plaza100/
Office Class	A

Building Details

Divisible	Yes
Building sq ft	165,757 sq ft
Average Floor Area sq ft	15,057 sq ft
Building Type	Office
Maximum Contiguous Space sq ft	15,852 sq ft
Number of Floors	11
Parking	3.5/1,000 sq ft, $75/space/mo
Year Built	1983
Multi Tenant Building	Yes

Additional Contact Information

Additional Contact Name	Liz Glaria
Additional Contact Company	Stiles
Additional Contact Address	300 SE 2 Street
Additional Contact City	Fort Lauderdale
Additional Contact State	FL
Additional Contact Zip	33301
Additional Contact Phone	954-627-9400
Additional Contact Email	lizg@stiles.com
Additional Contact Website	www.stiles.com

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Demographic Reports

- There are five reports associated with each location listing. The **Property Report** has already been described. The others are **Labor Force**, **Demographics**, **Consumer Spending** and **Business**. Click on a tab to view a report.
- All demographic reports (**Labor Force**, **Demographics** and **Consumer Spending**) default to a 10-mile radius around the property. To change it, place the cursor over **Modify Report**. As shown in the graphic below, change to the desired **Radius** or **Drive Time**. The radius can be changed to as little as 0.1 mile; drive time can go as low as one minute. Then click on **Generate**.
- Most sections of the reports have a **Chart** available that graphically represents the data. To see it, move the cursor over **Chart** in the desired category.
- To keep the **Chart** open, click on **Pin**. To close the **Chart**, click on **Unpin**.

| Property Report | Labor Force | Demographics | Consumer Spending | Business |

Labor Force Report (10 mile radius around 1103 East Las Olas Blvd.)   Modify Report

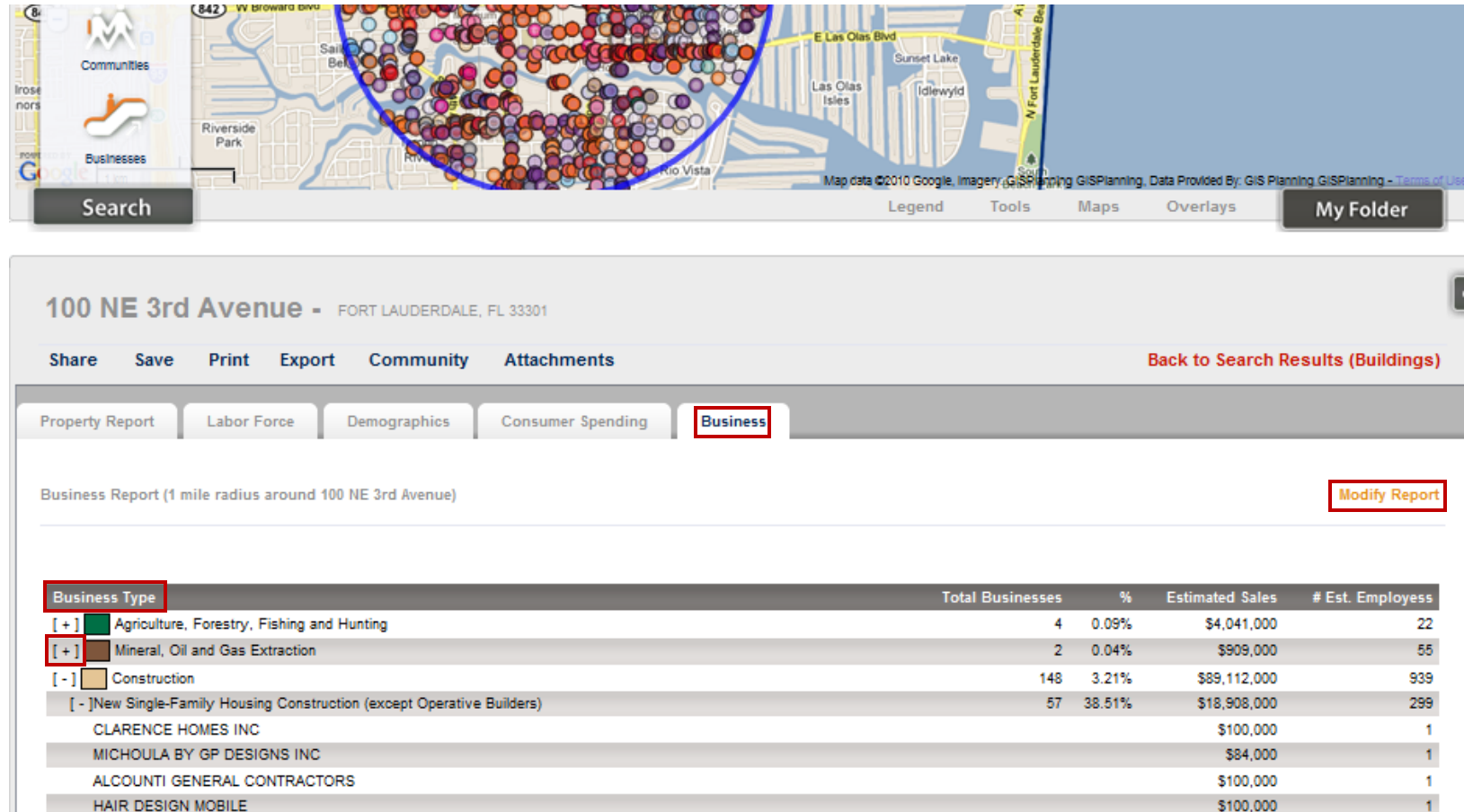| Total Establishments	
	53584

Total Employees	
	569098

Total Establishments by Size (2010)   Chart / Pin

- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees
- 500-999 Employees
- 1000 Employees

TOTAL   %

1-4 Employees

Total Employees by Major SIC (2010)		Chart ▶
	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	4802	0.84
Mining (SIC 10-14)	127	0.02
Construction (SIC 15-17)	28715	5.05
Manufacturing (SIC 20-39)	34626	6.08
Transportation and Communications (SIC 40-49)	31819	5.59
Wholesale Trade (SIC 50-51)	27486	4.83
Retail Trade (SIC 52-59)	114879	20.19
Finance, Insurance And Real Estate (SIC 60-69)	52258	9.18
Services (SIC 70-89)	231535	40.68
Public Administration (SIC 90-98)	36279	6.37
Unclassified (SIC 99)	6572	1.15

Total Employees by Establishment Type (2010)

Please enter the following report criteria:

Radius (miles): [1]   or DriveTime (minutes): [   ]   **Generate**

Reset   Cancel

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Business Reports

- Click on the **Business** tab to access data by NAICS code on every business in Greater Fort Lauderdale/Broward County.
- The default is a one-mile radius around the location address.
- Under **Business Type**, click on the plus sign **[+]** next to any general type to view subtypes, then actual business names and their data. Some include estimated sales, number of employees, address and a link to the website.
- On the map, click on a colored dot; a pop-up box will appear with the business name and available data.
- To modify or customize the **Business** report, move the cursor over **Modify Report**.

100 NE 3rd Avenue - FORT LAUDERDALE, FL 33301

Share   Save   Print   Export   Community   Attachments   Back to Search Results (Buildings)

Property Report | Labor Force | Demographics | Consumer Spending | **Business**

Business Report (1 mile radius around 100 NE 3rd Avenue)   Modify Report

Business Type	Total Businesses	%	Estimated Sales	# Est. Employess
[+] ▮ Agriculture, Forestry, Fishing and Hunting	4	0.09%	$4,041,000	22
[+] ▮ Mineral, Oil and Gas Extraction	2	0.04%	$909,000	55
[-] ▮ Construction	148	3.21%	$89,112,000	939
[-]New Single-Family Housing Construction (except Operative Builders)	57	38.51%	$18,908,000	299
CLARENCE HOMES INC			$100,000	1
MICHOULA BY GP DESIGNS INC			$84,000	1
ALCOUNTI GENERAL CONTRACTORS			$100,000	1
HAIR DESIGN MOBILE			$100,000	1

- Click on **Modify Report**.
- To customize a **Business Report**, change any of the criteria shown.
- To select multiple **business classes**, **business types** or **business categories**, hold down the **Ctrl** key on the keyboard and click on as many items as desired.
- When ready, click on **Generate**.

To create demographic reports independent of specific buildings/sites, click on **Search Communities** in the toolbar at the top of the screen.

- Use the instructions on page 4 to select one or more cities to search on or search Broward County, if desired.

AND/OR

- Click on **Open** at the right side of any of the other categories as shown in the screenshot.
- Input desired criteria into any of the sub-categories and click on **Search Communities** on the right side of the pop-up screen.

NOTES ON RESULTS:

- If one or more **Cities** are selected, separate reports are generated for each city.
- If **Counties** is selected, the report will be generated for the entire county.
- If neither **Cities** nor **Counties** is selected, one report will be generated for the county as a whole, as well as one for each city that meets all criteria.

To search for business information independent of site/building location, click on **Search Businesses** in the toolbar at the top of the screen.

- To search by **City(ies)/County**, go to **Geography** at the bottom of the pop-up screen and select one or more cities as described on page 4. Or, select **Counties**, **Broward County**.
- Input one or more criteria under **Basic**, if desired.

AND/OR

- Next to **Advanced**, click on **Open**.
- To select multiple **business classes**, **business types** or **business categories**, hold down the **Ctrl** key on the keyboard and click on as many items as desired.
- Click on **Search Businesses** on the right side of the pop-up screen.

NOTES ON RESULTS

- Results are comprised of separate entries for each business that meets the criteria selected.
- It is possible to generate tens of thousands of results when searching Broward County.
- To save results, on the results page move the cursor over **Advanced**, then click on **Save All Viewable** or **Save All Results**.
- The saved reports appear in **My Folder**.

To share a page link with someone else, click on a location address for any desired building or site. Place the cursor over **Share**. Options include:

- **Link**: To obtain a link (address) for the webpage currently displayed, copy/paste the address that appears in the popup screen.
- **Email**: To email a link for the webpage currently displayed to one or more recipients with a message, fill in the required information and send.
- Social networks: To post a link to the webpage currently displayed to any social media, click on **LinkedIn**, **Twitter**, **Facebook**, etc., log in if necessary, and follow the onscreen instructions.

To save one or more reports based on the location webpage currently displayed, place the cursor over **Save**.

- Click on the appropriate report type to save any one (or more) of the location reports—or its related demographics reports—or click on **Save All Reports**. Note that the number of each type of saved item appears in **My Folder**.
- To print the screen currently displayed, click on **Print** and follow the onscreen instructions.
- To share more than one report at a time, see **Export** procedures on the next page.
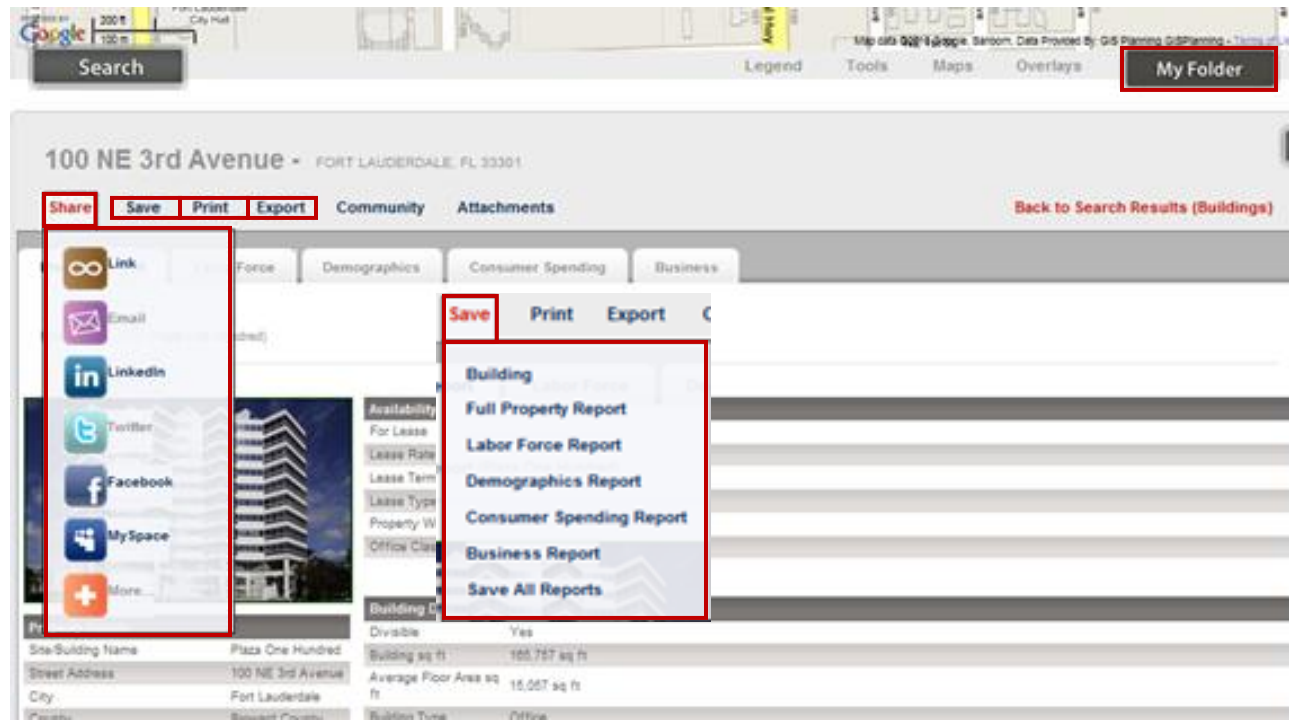
- To export a report for the current location, click on **Export** and select **MS Word**, **MS Excel PDF** or **Email**, then follow the onscreen instructions.
- To export multiple reports at once from those saved in **My Folder**, place the cursor over **My Folder**, then select the desired type. A list of reports appears below. Click on **Export** and select **MS Word**, **MS Excel, PDF** or **Email**, then follow the onscreen instructions.
- To clear and reset the contents of **My Folder**, right click on it then click on **OK**.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Mapping Functions

ZoomProspector offers many Google Maps™ mapping services, including the ability to zoom in and out and to move the map. Click on **Maps** at the bottom of the map area to see what else is available.

- The default view is **Main**. Other map views include **Street**, **Satellite**, **Hybrid**, **Terrain** and **Earth**.
- To view a **Street**-level photo of a location and the surrounding neighborhood, select the address of that location. The map above its **Property Report** comprises a localized **Main** view of the location.
  - Click on the blue X at the top right of the pop-up box to delete it.
  - Move the cursor over **Maps**, then click on **Street**.
  - As stated in the pop-up balloon that appears, drag the icon to or just click on the blue-bordered street nearest the building icon.
  - The photo that appears should include that property.
  - To view the area surrounding the property in context, left click anywhere in the photo and hold, then drag the cursor as desired to rotate. To continue rotating, click and drag again, and so forth.
  - To move up or down the street, find the forward and back arrows; click and hold on an arrow to move automatically. Or click, hold and drag the arrow back or forth.
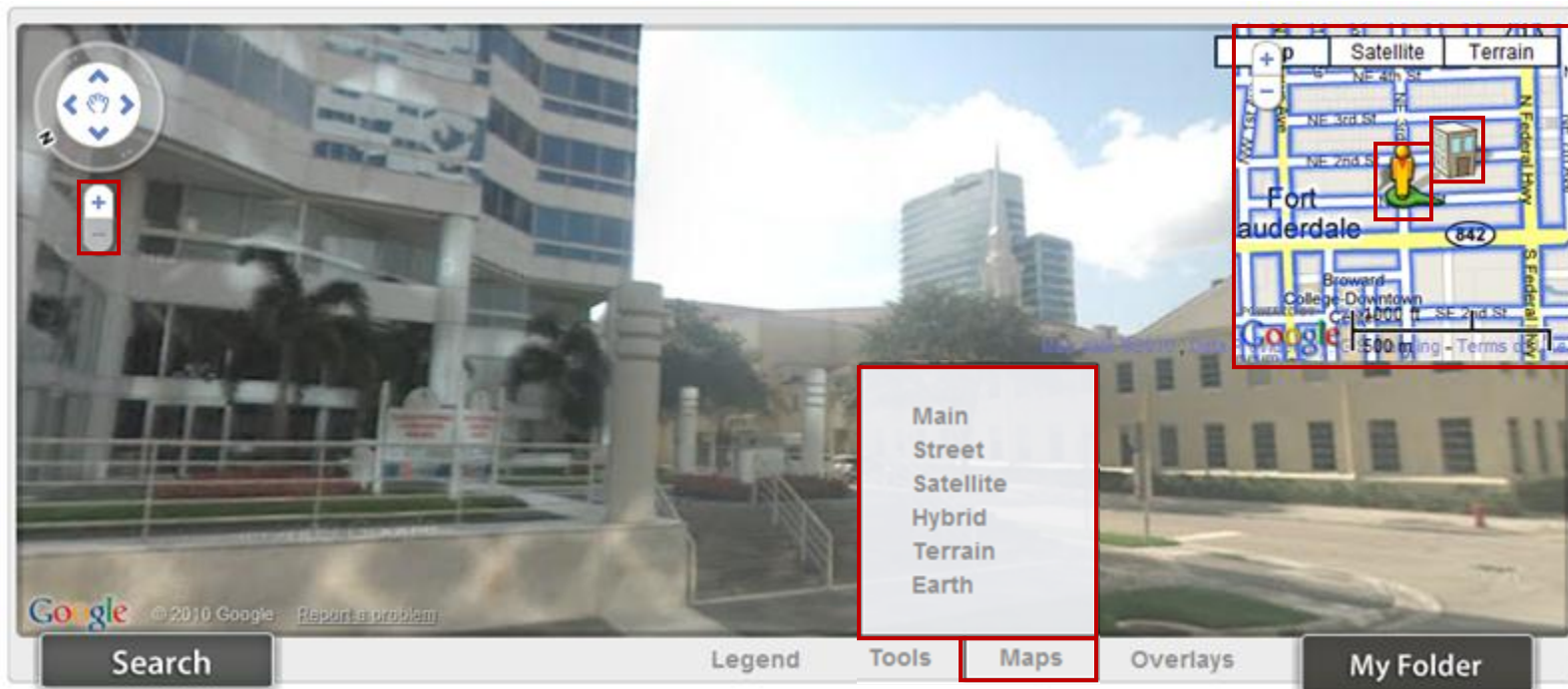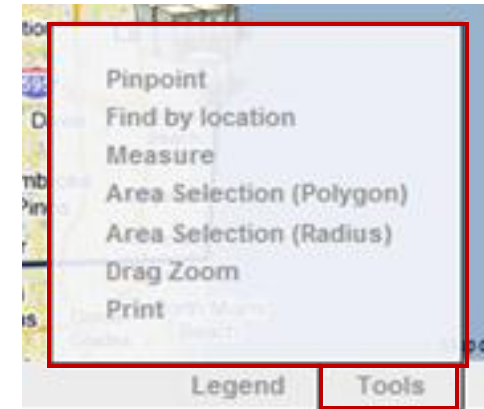
Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Map Tools

ZoomProspector includes several map **Tools**. Some enable the user to acquire **Demographic** and **Business** data by searching the map or a designated map area using a filter. See pages 9 and 10 for additional information on how to search.

Cursor over **Tools**, then click on the desired method.

- **Pinpoint**: Click to drop a pin on the map, then follow the on-screen instructions to search.

- **Find by location**: Input address, city or zip, then click on **Find** and follow the on-screen instructions to search.

- **Area Selection** (**Polygon**): Create a filterable area by clicking on the map once to begin creating the polygon. Move the cursor in any direction and click again for the next point, and so forth. Double-click when the polygon is complete. Click on **Apply Filter** to search.

- **Area Selection** (**Radius**): Create a filterable area by clicking on the map once in the middle of where the desired radius should be located. Move the cursor away from that point, noting the number of miles in the legend. Click again at the number of desired miles from the mid-point. Click on **Apply Filter** to search.

- **Measure**: Determine distance in miles between two or more points. Click on the map once to begin measuring, release the mouse button, then drag in any direction and single-click again for the next point, and so forth. Provides leg totals and grand total. Double-click to end **Measure** function.

- **Drag Zoom**: Click at the top left of the desired zoom area and drag to create the area to zoom in on.

- **Print**: Prints the map currently showing.

Cancel any of the **Tools** at any time by clicking on the button that appears on the top right.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Overlays & Legend

ZoomProspector's **Overlays** enable users to view one or more **Points of Interest**, as well as **Map Layers** comprising boundaries, zones and cities. **Demographics** utilize "thematic mapping," showing the spatial distribution and concentrations of specific variables across a geographic view using a series of colors on the map.

- Place the cursor on **Overlays**, then, under **Points of Interest**, click on one or more boxes next to the desired item(s). When done, move the cursor off the pop-up screen to view results.
- Under **Map Layers**, click on one or more boxes, then move the cursor off the pop-up screen to see the results.
- To undo any marked boxes, place the cursor on **Overlays**, then click the appropriate box(es) again.
- **Demographics** must be reviewed individually but can be combined with any item(s) in **Points of Interest** or **Map Layers**.
- Place the cursor on **Overlays**, then under **Demographics**, click on any one box next to an item.
- For **Population**, **Bachelors Degree**, **Total Business Establishments** and **Median Household Income**, the map displays the appropriate demographic by geographic area. Move the cursor over **Legend** to see the color definitions.
- For each of the other items under **Demographics**, the map is completely covered by one color because those statistics are compiled by county. Move the cursor over **Legend** to see the color definition.